

DUPLICATE

## INVOICE



**WXII**  
**700 Coliseum Drive**  
**Winston-Salem, NC 27106**  
**Main: (336)721-9944**  
**Billing: (410)338-6432**

www.wxii12.com

Billing Address:

**Media Strategies & Research**  
**Attention: Accounts Payable**  
**11350 Random Hills Road**  
**Suite 670**  
**Fairfax, VA 22030**

Send Payment To:

**WXII**  
**PO Box 26888**  
**Lehigh Valley, PA 18002-6888**

Invoice #	Invoice Date	Invoice Month	Invoice Period
963086-1	10/28/12	October 2012	10/01/12 - 10/28/12

Station	Account Executive	Sales Office	Sales Region
WXII	WXII House Local WXII Hous	Winston Salem	Local

Advertiser	Product	Estimate Number
Cowell/D/NC Treasurer	OCTOBER 22-OCTOBER 2	

Flight Dates	Order #	Alt Order #
10/22/12 - 10/28/12	963086	

Billing Calendar	Billing Type	Deal #
Broadcast	Cash	

Special Handling
Political Duplicate File Copy

IDB #	Advertiser Code	Product Code

Agency Ref	Advertiser Ref

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
1	10/26/12	10/26/12	M-F WXII 12 News @ 5 a 5-6am		----F--	:30	1	\$110.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/22/12	10/28/12	----F--	1	\$110.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WXII	F	10/26/12	5:21 AM	M-F WXII 12 News @ 5 am	5-6am	:30	JCNCT1201H	\$110.00 NM
2	10/22/12	10/24/12	M-F WXII 12 News @ 6 a 6-7am		M-W----	:30	2	\$250.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/22/12	10/28/12	M-W----	2	\$250.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WXII	M	10/22/12	6:27 AM	M-F WXII 12 News @ 6 am	6-7am	:30	JCNCT1201H	\$250.00 NM
2	WXII	W	10/24/12	6:57 AM	M-F WXII 12 News @ 6 am	6-7am	:30	JCNCT1201H	\$250.00 NM
3	10/22/12	10/25/12	NBC Today Show	7-9am	MTWT---	:30	4	\$250.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/22/12	10/28/12	MTWT---	4	\$250.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
4	WXII	M	10/22/12	7:29 AM	NBC Today Show	7-9am	:30	JCNCT1201H	\$250.00 NM
1	WXII	Tu	10/23/12	7:26 AM	NBC Today Show	7-9am	:30	JCNCT1201H	\$250.00 NM
3	WXII	W	10/24/12	8:59 AM	NBC Today Show	7-9am	:30	JCNCT1201H	\$250.00 NM
2	WXII	Th	10/25/12	8:36 AM	NBC Today Show	7-9am	:30	JCNCT1201H	\$250.00 NM
4	10/27/12	10/27/12	NBC Saturday Today	8-10am	-----S-	:30	1	\$225.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/22/12	10/28/12	-----S-	1	\$225.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WXII	Sa	10/27/12	8:25 AM	NBC Saturday Today	8-10am	:30	JCNCT1201H	\$225.00 NM
5	10/23/12	10/26/12	Live with Regis & Kelly	9-10AM	-T-F--	:30	2	\$100.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/22/12	10/28/12	-T-F--	2	\$100.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WXII	Tu	10/23/12	9:24 AM	Live with Regis & Kelly	9-10AM	:30	JCNCT1201H	\$100.00 NM
2	WXII	F	10/26/12	9:47 AM	Live with Regis & Kelly	9-10AM	:30	JCNCT1201H	\$100.00 NM



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**Lehigh Valley, PA 18002-6888**

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963086-1	10/28/12	October 2012	10/01/12 - 10/28/12
Advertiser	Product	Estimate Number	
Cowell/D/NC Treasurer	OCTOBER 22-OCTOBER 2		

www.wxii12.com

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
6	10/25/12	10/25/12	M-F 3-4P	M-F 3-4P	---T---	:30	1	\$115.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/22/12	10/28/12	---T---	1	\$115.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WXII	Th	10/25/12	3:11 PM	M-F 3-4P	M-F 3-4P	:30	JCNCT1201H	\$115.00 NM
7	10/26/12	10/26/12	DR. OZ	M-F 4-5p	----F--	:30	1	\$200.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/22/12	10/28/12	----F--	1	\$200.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WXII	F	10/26/12	4:55 PM	DR. OZ	M-F 4-5p	:30	JCNCT1201H	\$200.00 NM
8	10/23/12	10/25/12	DR. OZ	M-F 4-5p	-T-T---	:30	2	\$200.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/22/12	10/28/12	-T-T---	2	\$200.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WXII	Tu	10/23/12	4:20 PM	DR. OZ	M-F 4-5p	:30	JCNCT1201H	\$200.00 NM
2	WXII	Th	10/25/12	4:23 PM	DR. OZ	M-F 4-5p	:30	JCNCT1201H	\$200.00 NM
9	10/22/12	10/26/12	M-F WXII 12 News @ 6 p	6-630pm	M-WTF--	:30	4	\$600.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/22/12	10/28/12	M-WTF--	4	\$600.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WXII	M	10/22/12	6:12 PM	M-F WXII 12 News @ 6 pm	6-630pm	:30	JCNCT1201H	\$600.00 NM
2	WXII	W	10/24/12	6:23 PM	M-F WXII 12 News @ 6 pm	6-630pm	:30	JCNCT1201H	\$600.00 NM
4	WXII	Th	10/25/12	6:22 PM	M-F WXII 12 News @ 6 pm	6-630pm	:30	JCNCT1201H	\$600.00 NM
3	WXII	F	10/26/12	6:20 PM	M-F WXII 12 News @ 6 pm	6-630pm	:30	JCNCT1201H	\$600.00 NM
10	10/22/12	10/26/12	Inside Edition	7-730pm	M-W-F--	:30	3	\$400.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/22/12	10/28/12	M-W-F--	3	\$400.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WXII	M	10/22/12	7:27 PM	Inside Edition	7-730pm	:30	JCNCT1201H	\$400.00 NM
2	WXII	W	10/24/12	7:26 PM	Inside Edition	7-730pm	:30	JCNCT1201H	\$400.00 NM
3	WXII	F	10/26/12	7:27 PM	Inside Edition	7-730pm	:30	JCNCT1201H	\$400.00 NM
11	10/23/12	10/25/12	Entertainment Tonight	730-8pm	-T-T---	:30	2	\$375.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/22/12	10/28/12	-T-T---	2	\$375.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WXII	Tu	10/23/12	7:40 PM	Entertainment Tonight	730-8pm	:30	JCNCT1201H	\$375.00 NM
2	WXII	Th	10/25/12	7:39 PM	Entertainment Tonight	730-8pm	:30	JCNCT1201H	\$375.00 NM
12	10/22/12	10/22/12	VOICE	8-9pm	M-----	:30	1	\$2,000.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/22/12	10/28/12	M-----	1	\$2,000.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WXII	M	10/22/12	8:43 PM	VOICE	8-9pm	:30	JCNCT1201H	\$2,000.00 NM
13	10/23/12	10/23/12	NBC Prime	10-11pm	-T-----	:30	1	\$1,500.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/22/12	10/28/12	-T-----	1	\$1,500.00				

This invoice is subject to Hearst Television's Terms and Conditions which can be reviewed on our company website at [www.hearsttelevision.com/for\\_advertisers](http://www.hearsttelevision.com/for_advertisers)  
 We warrant that the actual broadcast information shown on this invoice was taken from the program log



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963086-1	10/28/12	October 2012	10/01/12 - 10/28/12
Advertiser	Product	Estimate Number	
Cowell/D/NC Treasurer	OCTOBER 22-OCTOBER 2		

www.wxii12.com

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type																																																																														
13	10/23/12	10/23/12	NBC Prime Class of Time - Pre-emptible with notice	10-11pm	- T - - - - -	:30	1	\$1,500.00	NM																																																																														
<table><tr><th>Spots: #</th><th>Ch</th><th>Day</th><th>Air Date</th><th>Air Time</th><th>Description</th><th>Start/End Time</th><th>Length</th><th>Ad-ID</th><th>Rate</th><th>Type</th></tr><tr><td>1</td><td>WXII</td><td>Tu</td><td>10/23/12</td><td>10:30 PM</td><td>NBC Prime</td><td>10-11pm</td><td>:30</td><td>JCNCT1201H</td><td>\$1,500.00</td><td>NM</td></tr></table>										Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type	1	WXII	Tu	10/23/12	10:30 PM	NBC Prime	10-11pm	:30	JCNCT1201H	\$1,500.00	NM																																																								
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1	WXII	Tu	10/23/12	10:30 PM	NBC Prime	10-11pm	:30	JCNCT1201H	\$1,500.00	NM																																																																													
14	10/24/12	10/24/12	L&O SVU Class of Time - Pre-emptible with notice	9-10pm	- - W - - - -	:30	1	\$1,600.00	NM																																																																														
<table><tr><th>Weeks:</th><th>Start Date</th><th>End Date</th><th>MTWTFSS</th><th>Spots/Week</th><th>Rate</th></tr><tr><td></td><td>10/22/12</td><td>10/28/12</td><td>- - W - - - -</td><td>1</td><td>\$1,600.00</td></tr><tr><th>Spots: #</th><th>Ch</th><th>Day</th><th>Air Date</th><th>Air Time</th><th>Description</th><th>Start/End Time</th><th>Length</th><th>Ad-ID</th><th>Rate</th><th>Type</th></tr><tr><td>1</td><td>WXII</td><td>W</td><td>10/24/12</td><td>9:18 PM</td><td>L&amp;O SVU</td><td>9-10pm</td><td>:30</td><td>JCNCT1201H</td><td>\$1,600.00</td><td>NM</td></tr></table>										Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate		10/22/12	10/28/12	- - W - - - -	1	\$1,600.00	Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type	1	WXII	W	10/24/12	9:18 PM	L&O SVU	9-10pm	:30	JCNCT1201H	\$1,600.00	NM																																												
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15	10/26/12	10/26/12	NBC Prime Class of Time - Pre-emptible with notice	10-11pm	- - - - F - -	:30	1	\$1,000.00	NM																																																																														
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1	WXII	F	10/26/12	10:29 PM	NBC Prime	10-11pm	:30	JCNCT1201H	\$1,000.00	NM																																																																													
16	10/22/12	10/26/12	M-Su WXII 12 News @ 11-1135pm Class of Time - Immediately Pre-emptible without notice		MTWTF - -	:30	5	\$250.00	NM																																																																														
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	10/22/12	10/28/12	- - - - - S -	1	\$250.00																																																																																		
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1	WXII	Sa	10/27/12	11:22 PM	M-Su WXII 12 News @ 11 pm	11-1135pm	:30	JCNCT1201H	\$250.00	NM																																																																													
18	10/28/12	10/28/12	WXII Late News AFTER NFL Class of Time - Immediately Pre-emptible without notice		- - - - - S	:30	1	\$250.00	NM																																																																														
<table><tr><th>Weeks:</th><th>Start Date</th><th>End Date</th><th>MTWTFSS</th><th>Spots/Week</th><th>Rate</th></tr><tr><td></td><td>10/22/12</td><td>10/28/12</td><td>- - - - - S</td><td>1</td><td>\$250.00</td></tr><tr><th>Spots: #</th><th>Ch</th><th>Day</th><th>Air Date</th><th>Air Time</th><th>Description</th><th>Start/End Time</th><th>Length</th><th>Ad-ID</th><th>Rate</th><th>Type</th></tr><tr><td>1</td><td>WXII</td><td>Su</td><td>10/28/12</td><td>11:57 PM</td><td>WXII Late News AFTER NFL</td><td>WXII Late News AF</td><td>:30</td><td>JCNCT1201H</td><td>\$250.00</td><td>NM</td></tr></table>										Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate		10/22/12	10/28/12	- - - - - S	1	\$250.00	Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type	1	WXII	Su	10/28/12	11:57 PM	WXII Late News AFTER NFL	WXII Late News AF	:30	JCNCT1201H	\$250.00	NM																																												
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19	10/22/12	10/25/12	NBC Tonight Show Class of Time - Pre-emptible with notice	1135pm-1237am	MTWT - - -	:30	4	\$100.00	NM																																																																														
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2	WXII	Th	10/25/12	12:10 AM	NBC Tonight Show	1135pm-1237am	:30	JCNCT1201H	\$100.00	NM																																																																													

Total Spots 38

Gross Total \$15,350.00



Send Payment To:

**WXII**  
**PO Box 26888**  
**Lehigh Valley, PA 18002-6888**

# INVOICE

DUPLICATE

<u>Invoice #</u>	<u>Invoice Date</u>	<u>Invoice Month</u>	<u>Invoice Period</u>
963086-1	10/28/12	October 2012	10/01/12 - 10/28/12
<u>Advertiser</u>	<u>Product</u>	<u>Estimate Number</u>	
Cowell/D/NC Treasurer	OCTOBER 22-OCTOBER 2		

www.wxii12.com

**Payment Terms 30 Days**

<u>Agency Commission</u>	<b>\$2,302.50</b>
<u>Net Amount Due</u>	<b>\$13,047.50</b>